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ABSTRACT

The research and general activities of the Children's Television Workshop (CTW) are reported for January through March 1978. This report includes general research, activities, and programming of Sesame Street and The Electric Company; outreach activities of the Community Education Services Division; and general CTW public affairs, personnel, CTW products, and a list of foreign countries where Sesame Street and the Electric Company were broadcast during the quarter. (CMV)

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SESAME STREET RESEARCH

January - March, 1978

1. ACTIVITIES AND ACCOMPLISHMENTS

A. Researchers completed work on a study designed to assess children's comprehension of a week-long series of programs which feature Big Bird's ambivalent feelings about Buffy St. Marie's new baby. The purpose of this set of "sibling rivalry" programs was to help children understand that feelings of sibling rivalry are shared by many children, and hopefully to provide some resources for children and parents alike in the task of dealing with this common problem in the preschool years. The report describing the study's results has been completed, and producers are considering the results in light of their plans to treat other affective themes during the tenth broadcast season.

B. Researchers provided an all-day curriculum briefing seminar for Sesame Street's producers. At this seminar, highlights of recent research studies were reviewed and curriculum development and treatment were discussed. Together researchers and producers agreed upon a curriculum approach for Sesame Street's health practices goal, and held some preliminary discussions to begin to focus goals related to prescience and cultural diversity.

C. Mrs. Hylda Clarke, a doctoral student at Teachers College, Columbia University, completed a research study examining the effectiveness of new segments designed during the ninth broadcast season for Sesame Street's prereading curriculum . The new segments especially emphasized formats

featured in school, such as underlining, crossing out, and circling. Also featured were elements of prereading which had never before been systematically addressed on Sesame Street; for example, curriculum areas such as explicit teaching of letter sounds, simultaneously presenting lower and upper case versions of the same letter, and explicit teaching of the "prereading principles" described in Sesame Street's ninth season goal document. A draft copy of Ms. Clarke's report has been received; and the final version will be received during the April-June quarter.

D. Researchers began planning a major study to assess a library of Sesame Street segments which present information about deaf people. During the past several years of the program, Linda Bove, a deaf performer, has become a featured cast member; several programs have featured appearances by performers from the Little Theatre of the Deaf; and much discussion of deafness and its implications has been incorporated into the videotaped street wraparound segments which form the backbone of the show.

The study being considered includes components to assess the enjoyment these segments elicit, the kinds of information they convey to target children, and possible attitudes they may influence. The study's design also incorporates a brief look at the reactions of a small sample of deaf children.

Initial exploration of such a study is being conducted by CTW researchers, in conjunction with the reseacher who may be engaged on a contractual basis as the project director, Dr. Sam Guskin, Chairman of

the Department of Special Education at Indiana University. Also working with Dr. Guskin is Dr. Miriam Cherkes, Assistant Professor in the Department of Educational Psychology at the University of Connecticut. Dr. Cherkes is doing some initial work to prepare for the possible design of test items. The research department should decide if it is feasible and useful to perform this study.

At present, the design phase of the study is nearing its completion. Researchers are seeking test sites and planning logistics for the beginning of the experimental phase, so that a final assessment of the study's feasiblity can be made. If this assessment indicates that the study would be feasible from design and financial points of view, and if producers agree that such information would be useful in future program planning, we will procede with the planning and begin testing, possibly during the April-June quarter.

E. Reseachers attended a screening of newly-received ninth-season animations and films planned for Sesame Street's revised prereading curriculum and its new prescience curriculum. Initial reactions and suggestions from the screening were communicated to producers, and researchers began to plan formative studies to test aspects of the new material.

F. Several of the prereading segments described in the preceding paragraph (1E), as well as additional segments videotaped on "the street" with Sesame Street's regular cast and muppets, were chosen as stimulus materials for eye-movement research. The research is presently being

conducted by Ms. Barbara Flagg, of the Harvard Center for Research in Children's Television. Ms. Flagg's report, describing the patterns of eye-movement typically displayed by target children viewing the segments, will be available during the April-June quarter. Eye-movement research is particularly appropriate for prereading segments, because it can indicate whether children are scanning print in an appropriate manner, whether they are focusing on the relevant letter (s) in a particular work (for example, when a word is being blended), and whether, in a particular segment, children are induced to look at the print at all.

G. Dr. Cornelia Brunner, a former member of CTW's research staff for The Electric Company, is performing comprehension research with children viewing new prescience segments designed for the ninth broadcast season. Dr. Brunner had previously examined segments from Sesame Street's existing library of bits, to determine what kinds of approaches might be most useful in designing pieces for a prescience curriculum. Dr. Brunner's suggested guidelines and Writer's Notebook ideas have already been disseminated to and, discussed with producers.

H. Researchers prepared an extensive list of Writer's Notebook suggestions for producers and writers to employ in planning mini-remotes for the tenth broadcast season. The mini-remotes will comprise brief visits to neighborhoods in New York City, where producers will film on-site, to provide a fresh look for the program and to provide additional

backdrops for curricula like cultural diversity and career awareness.

I. Researchers completed planning and began testing for a study to assess the impact of segments featuring Latin American language and culture. The study is examining attention, comprehension, and attitudes of an English-speaking sample and of a bilingual (English/Spanish) sample of children.

J. During the last week in January, all of February, and the first week in March the A.C. Nielson Company took samples of TV viewing audience. From that data the current viewership of Sesame Street will be reported.

2. PROBLEMS - No significant problems

3. SIGNIFICANT EVENTS AND FINDINGS - See Category #1, above.

4. DISSEMINATION ACTIVITIES

A. The Director of Research met with Marilla Eidlitz from Australia to discuss ways of measuring children's reactions to television.

B. The Director of Research met with Fran Aversa from Syracuse University to discuss a pilot project using Sesame Street distractor data gathered from non-deaf children to compare that to data gathered from deaf children.

C. The Director of Research met with Jeanine Gettinger, Co-Director of Professional Education at Washington University Diabetes Education Center, to help her plan how to disseminate diabetes education information to diabetic children.

D. At the Commission's request, the Director of Research made a presentation to the Carnegie Commission on the Future of Public Broadcasting.

E. The Director of Research gave a presentation to a group of students and professors from the University of Toledo, describing the operational model used to design Sesame Street.

F. Sesame Street Research prepared tapes of Sesame Street health segments for Dr. Gerald Lesser. Dr. Gerald Lesser will be using these materials in his presentation to the Federal Trade Commission's investigation on Advertising in Children's Television.

G. The Assistant Director met with Professor David Bearison from City University to discuss possible CTW internships for graduate students in educational psychology.

H. The Assistant Director discussed research methods with Barbara Sticca, a communications student from Fairfield University.

I. The Assistant Director attended the annual Convention of the Association for Supervision and Curriculum Development in San Francisco.

J. Bettina Peel, the Research Assistant who has been coordinating the initial plans for the study of Sesame Street's segments about deafness, consulted with several persons in regard to the study:

--Dr. Tom Freebairn, Deafness Research and Training Center, New York City

--Dr. Edna Levine, New York City, author of the Psychology of Deafness and a children's book entitled Lisa and Her Soundless World.

--Ruth R. Green, Director, and other staff members from the New York League for the Hard of Hearing, New York City

K. The Research Assistant described Sesame Street's segments about deafness to a special education class at Fordham University.

5. CAPITAL EQUIPMENT ACQUISITION - None

6. DATA COLLECTION - See Category #1, above.

7. OTHER ACTIVITIES

Nonbroadcast - Researchers continued to provide review functions and occasional testing of prototypes for books, toys, records and games designed under the auspices of the Products Division.

Community Education Services - Researchers provided occasional research advice and/or review for producers in the International Division regarding foreign productions and research findings and methods.

Institutional - The Assistant Director provided a research briefing for producers of institutional packages and products, to bring them up to date on the latest curriculum developments and research results.

8. STAFF UTILIZATION - Ms. Bettina Peel began her duties as a Research Assistant for the Sesame Street Research Department.

Ms. Emily Findlay recently completed a doctoral program at Fordham University and left the Workshop to accept another position. Interviewing has begun to replace the vacancy left by her resignation from the position of Research Planning Specialist.

9. FUTURE ACTIVITIES

A. Activities described under Category #1 (B, D, F, G, and I) are unfinished and will continue into the next or future quarters.

B. Formative Research studies are being planned to examine the feasibility of using several short animation segments prepared by Etienne Delessert on Sesame Street, and to assess some new segments featuring Victor Borge.

SESAME STREET PRODUCTION

During this period new puppeteers and new puppet characters were experimented with on the Sesame Street set. A major addition to the Sesame Street cast is a life-sized dog Muppet, played by a gymnast. In addition, taping for the second half of Season IX was completed.

Scouting for city locations began in March and these New York remotes are scheduled for taping in May and June for Season X. Numerous segments were written for the remotes prior to the writers strike which occured on March 10th.

PTL Agreement - In accordance with Article I second subsection (b) of the CTW - OE contract, on November 28th, 1977 CTW entered into an agreement with the Public Television Library, a department of the Public Broadcasting Service to provide non-profit elementary schools (including day care centers) throughout the United States with the 1976-1977 season of Sesame Street or individual programs in that series through rentals of video cassettes. The rental period runs through June 30th, 1979. The rental rate is $20.00 per year per program or $1.70 per month ($10.00 minimum charge). Leasees are required to purchase the video cassette for an additional $80.00 regardless of rental period. At the end of the rental period, they must erase the program, certify such erasure, and they retain the blank cassette.

THE ELECTRIC COMPANY RESEARCH

Research activities on The Electric Company during the January - March quarter included the implementation of activities designed to increase school utilization of TEC; departmental reviews of the final report on the history of The Electric Company; the sampling of viewers by A.C. Nielson Company; the ongoing products research, and the ongoing research support to Community Education Services.

The Research Department is studying the effects of an information campaign designed to reach teachers and overcome the barriers to school utilization of TEC. Information from the school survey by Research Triangle Institute, the study Barriers to Classroom Use of The Electric Company by Keith Mielke and the various departments at CTW helped to provide information for developing a list of major stumbling blocks that could be addressed by CTW. As a result of this work, a one-page information sheet has been designed and will be published in the May - June issues of Teacher and Instructor Magazines. Mail coupons and bounceback cards were also provided so it would be easy for teachers to contact CTW for further information and for answers to individual questions. A teacher information kit has been developed for responding to inquiries.

The Electric Company Draft Final Report prepared by Dr. Barbara Fowles has been circulated to various departments for review. Input from the departments is being incorporated into the report.

During the last week in January, all of February, and the first week in March the A.C. Nielson Company took samples of TV viewing audiences. From that data the current viewership of The Electric Company will be reported.

Continued research input with the Products Group and Community Education Services projects was also supplied.

COMMUNITY EDUCATION SERVICES DIVISION

This report covers outreach activities of the Community Education Services Division (CES) during the months of January, February and March, 1978. It is divided into several sections to facilitate review. National Office activities represent administrative matters, and programs developed and conducted by New York staff members. This section includes services provided by the Extension Services Unit which covers areas not included in the CES field office territory. The Field Activities Section includes programs conducted by the six CES regional offices located in: Boston, Mass.; St. Paul, Va.; Jackson, Miss.; Dallas, Texas; Chicago, Ill.; and Los Angeles, Ca. Sections on Workshops and Conferences represent training and dissemination activities conducted by both national and regional administrators.

A. NATIONAL OFFICE ACTIVITIES

Fordham University "Sunrise Semester"

During the preceding quarter CES and the Graduate School of Urban Education of New York's Fordham University, held preliminary meetings to explore the feasibility of a "Sunrise Semester" television course, utilizing CTW productions as a core element of the program. Recently, an outline of material to be presented in the televised course was submitted to and approved by the University Curriculum Committee. The intent and rationale for the course is as follows: "Television is an integral part of the lives of children in preschool, elementary

and secondary schools. Minimal or no training is provided for teachers, parents and others in the history of television as a tool for learning. This limited background serves as a barrier to the effective use of television as a vehicle which can supplement and enrich learning activities in the classroom, community centers and at home..." The course will examine the use of television as a resource in formal and informal learning settings with an emphasis on the productions of Children's Television Workshop; the history and structure of television; and applied and theoretical approaches to its use.

In the near future CES will develop a budget and working plan for the first phase of the project. Fordham University, upon receipt of this information, will seek funding for the televised course.

CES Publications

To assist parents, teachers, para-professionals and others better utilize Sesame Street and The Electric Company either at home, in school or in informal educational settings, CES develops and disseminates a variety of supplemental print materials. During this quarter, work was completed on the "Sesame Street Muppet Gallery" (see attachment #1). The Muppet Gallery contains color photographs of the major Muppet characters, read-aloud stories and explanations of how they teach social behavior skills such as sharing, cooperation and different points of view. Also attached are current issues of this year's Sesame Street Script Highlights (see attachment #2).

Work is continuing on "Sharing the Street: Activities for all Children", an activity manual designed for those working with children with special needs. It is expected that the manual will be completed during the next quarter.

Westchester Educational Opportunities Center (EOC)

An experimental project utilizing The Electric Company as a resource in adult education programs is still in developing stages between CES and instructors and staff of the Westchester EOC. The Electric Company will be employed as a resource for teaching remedial reading and literacy skills in basic education and community service classes, and as a tool for reinforcing English language skills in ESL sections. The project will be conducted in two phases -- one during this summer's six-week semester and the second during the fall of 1978 at the EOC facilities in Yonkers, New York. Training workshops on The Electric Company have been scheduled for teachers who will be using the show. An assessment will be made after the summer session classes to evaluate the project and make necessary revisions in class curricula for the fall semester.

ITV Project

In an effort to increase CES involvement with school and state instructional television coordinators, several projects have been undertaken by the CES Extension Services staff. CES national and regional staff members will make presentations at conferences and group meetings of ITV personnel across the country to provide a better understanding of CTW productions, to explain CES utilization

methods and to promote close relationships with school, and state ITV personnel. A directory is in progress which will outline the structure and operation of each state's ITV System for use as a resource in maintaining systematic contact with these groups by national and regional CES staff.

The effort to reach ITV personnel on a state-by-state basis began this quarter with a series of presentations organized in cooperation with the Director of Educational Services of the New Jersey Public Television Network. Presentations were made at three regional conferences in the state reaching a total approximately 60 school ITV coordinators. The workshops focused on The Electric Company broadcast -- its research, curriculum structure, utilization and print materials. School ITV coordinators representing half the staff of New Jersey, were given a thorough orientation to The Electric Company, related print materials and CES utilization services.

New York City Hospital Projects

Kings County Hospital is a large metropolitan facility located in a low-income area of Brooklyn. A CES project has been established at the hospital to provide educational experiences for visiting children and young patients. A unique element of this project is that a volunteer core of foster grandparents are providing manpower services for this project. Sesame Street viewing centers have been established in several of the hospital's playrooms. The playrooms are equipped with television sets and Sesame Street games. Several training workshops were held for the foster grandparents to familiarize

them with the structure and curriculum goals of Sesame Street and methods of conducting related reinforcement activities with the children. Continuing liaison and technical assistance is provided by CES.

Harlem Hospital operates a day care program which provides services for preschool through teenage children who, because of either physical or emotional problems, are unable to function in a regular classroom setting. In an effort to provide support for the day care program, meetings were held with staff of the center and a workshop was conducted for a parent group associated with the hospital. The parents, who will assist in the hospital day care center, received information on the curriculum of Sesame Street and The Electric Company and training in methods of conducting activities to reinforce the educational content of the shows. CES supplemental print materials were provided for the parents.

Extension Services Washington, D.C. Project

An ten-day project was conducted during this quarter in Washington, D.C., in an attempt to saturate a specific area with information and training on CTW productions and CES utilization strategies. The effort was organized in cooperation with the United Planning Organization (UPO), a community-action agency, which operates thirteen neighborhood service centers in low-income areas of the city, and the Community Relations Department of PBS station WETA. Staff of these organizations assisted in scheduling workshops

and arranging for materials to be disseminated throughout the city. Following are the locations, audiences, and services provided in the Washington, D.C. project:

Workshops

- Family and Child Services - (day care staff, parents, nurses, college students, aides)
- Langston-Braun Day Care Center - (staff, parents)
- Martin Luther King, Jr. Memorial Library - (librarians)
- Children's Hospital - (teachers, volunteers, staff, interns, students, parents)
- United Black Fund - (staff, day care staff, volunteers)
- Washington, D.C. School ITV Coordinators - (media specialists, ITV Coordinators)
- Howard Hospital - (nursing staff, interns, day care staff)
- Spanish Educational Development Center - (Spanish-speaking parents, day care staff)

CES/CTW Exhibit

- Howard University, Department of Pediatrics
- Martin Luther King, Jr. Memorial Library

In addition to the training provided, 15,000 packets of CES informational and reinforcement print materials were distributed by UPO through its thirteen neighborhood centers in low-income areas of the city -- as well as at the exhibit sites. The project was successful in reaching targeted CES populations -- schools, day care centers, community groups, poverty agencies and parents in

low-income areas of the city. Following are additional results of the effort:

- continuous contact will be maintained with family day care providers through the monthly newsletter of the Family and Child services program
- librarians from twenty-three branches of the Martin Luther King, Jr. Memorial Library will distribute information for CES on an ongoing basis and future exhibits are planned
- contact will be maintained with and materials distributed through the thirteen neighborhood centers of UPO
- CES and the Community Affairs Department of WETA will continue to work on joint projects.

American Red Cross of Greater New York

A three-year campaign was launched earlier this year by the American Red Cross and the Health Department to immunize children in the city of New York. CES has contributed its resources to this effort in several ways. Sesame Street flyers listing immunization locations and dates were printed and disseminated (see attachment #3). It was felt that the use of Sesame Street would stimulate interest in the effort, aid in attracting attention and motivate parents to have their children immunized. Several meetings and workshop presentations were conducted for volunteers who would be stationed at the campaign

sites. The objective of these sessions was to equip volunteers with information and materials on the utilization of Sesame Street. The immunizations are being administered at head start centers in the metropolitan area. Red Cross Volunteers, in addition to informing parents as to the need for having their children immunized, will convey information to parents and head start directors on the use of Sesame Street as an educational resource in the home.

B. CES FIELD ACTIVITIES

Migrant Projects

The children of farm workers, whose education suffers greatly from abrupt changes encountered as a result of continual movement, have always been a prime target for CES utilization services. CES works with the parents and teachers of these children in all parts of the country, promoting the use of CTW productions as supplemental resources in educational programs designed around a migratory lifestyle. Following are CES projects conducted with migrant organizations during this quarter.

- CES South West and Mid West staff, the Texas Migrant Council (TMC) and the Migrant Headstart Program recently combined efforts to provide training in the use of CTW productions to staff, teachers, parents and aides of five Migrant Headstart centers. Sesame Street workshops were conducted in January and February for individuals representing centers located in

Brownsville, San Benito, Weslaco, Edcouch and Alamo, Texas; which serve approximately 500 children. The Headstart Directors and staff travel from these centers in the Rio Grande Valley in South Texas, later in the year, with migrant families to locations in Illinois, Indiana, Michigan and Wisconsin (see attachment #4). A primary objective of the CES project is to provide continued assistance to the Headstart directors and staff as they follow migratory patterns. CES' Mid West regional administrator, who participated in the February workshops, will work with these same groups when they settle in centers located in mid-western centers. The training in Texas included information on the structure and curriculum goals of Sesame Street and methods of reinforcement. CES training films were screened and CES print materials and Sesame Street products were disseminated at the sessions.

- A meeting was held between CES staff and representatives of the Division of Migrant Education, Indiana Department of Public Instruction, to introduce them to the services provided by CES and to inform them of the Texas Migrant Council/CES project. CES will work with the Division of Migrant Education to reach all of the migrant centers in Indiana.

- A meeting was held between representatives of the Migrant Education Offices in Chino and Mercer, California, and CES Far West Regional staff to discuss methods of expanding services to migrants in this area of the country. As a result of these meetings the following project ideas are being explored: CES training of members of the "Mini-Corps", an organization of volunteers who provide a variety of services for farm workers; training of migrant camp day care staff; training for parent groups and dissemination of related print materials to each of these group.

Family Day Care

Family Day Care homes represent an informal setting in which the use of CTW productions provides an organized educational experience for groups of children. CES works through state agencies, community organizations and with individuals in order to reach provider mothers and equip them with information, some skills and materials so they can utilize the Sesame Street broadcast and reinforce its goals through activities conducted with the children. Following are examples of family day care projects conducted during this quarter.

- In a continuing effort to reach family day care providers in the State of West Virginia, a workshop was conducted for day care advisors of the State's Department of Welfare. Each advisor is responsible for 25 provider homes which are visited at least twice a month. Training in the use of

Sesame Street and methods of reinforcing its content was provided to advisors who, in turn, share this information with provider mothers. This workshop was one in a series which has been ongoing throughout the entire year. The objective of the project is to provide CES services and materials to all of the family day care homes in the State of West Virginia.

- The New Orleans Public School System sponsors a home-start program for 2,000 children. Approximately 100 tutors are employed in the program and based at various schools throughout the district. The tutors visit parents and provide educational, nutritional and other types of information to them. In addition, parent meetings are periodically held at the schools. A workshop was conducted for parents of the home-start program on the methods of utilizing Sesame Street as an educational resource in the home.

- A day-long workshop was held by CES Far West office for staff and parents of Project AHEAD, a program which works with schools to encourage the parents in a given community to participate with their children at home in educational activities for a certain period each day. The workshop focused on the use of CTW productions in the home and methods of reinforcing their educational lessons. On-going training sessions and materials will be provided by CES.

- CES presented a session entitled, "Sesame Street At Home", at a workshop in Nashville, Tennessee, sponsored by the Family Day Care Division of the Children's Foundation for family day care providers from Tennessee and Arkansas. Numerous contacts were made with organizations involved in family day care programs in each of these states. It is anticipated that increased training for day care providers will be conducted in both of these states.

Pre-School Programs

CES works with a variety of organizations across the country in order to reach parents, teachers and others working with young children in both formal and informal educational settings. Following are examples of activities conducted during this quarter to promote the use of Sesame Street as an educational resource in early childhood education programs.

- The Federation of Child Care Centers of Alabama is composed of early childhood organizations -- privately owned, church, kindergarten, headstart, etc., -- throughout the state. A workshop was conducted by CES for 37 individuals associated with the Federation, few of whom have backgrounds in education. The presentation consisted of in-depth discussions on the curriculum goals of Sesame Street and methods of reinforcing its educational content.

- The Embaras River Basin Agency Headstart Program of Greenup, Illinois, serves 90 preschool children in three separate facilities. A workshop was conducted for teachers, teacher aides and parents representing the three centers. Although the centers do not currently have television sets, the Agency plans to purchase them and will begin using Sesame Street as part of their educational programs in the near future.

- CES, in cooperation with the Slash Pine Community Action Agency, Inc., of Waycross, Georgia, conducted a workshop for 10 teachers and 45 parents of the local headstart program. The entire workshop was devoted to parent involvement at home with their preschoolers and the effective use of Sesame Street. Many parents attending the session had received similar instruction last year, and reported that they had been conducting the suggested activities at home with their children during the year.

The Electric Company Power Stations

Power Station projects were developed by CES to promote viewing of The Electric Company broadcast and provide meaningful activities for teenage youth and young children. Power Station Clubs are based on the youth-tutoring-youth concept and designed to help children, particularly those encountering reading problems, acquire a more

positive feeling towards reading by engaging in activities which utilize the full range of language arts skills. These projects are in operation at a number of youth-serving community organizations around the country. Following are highlights of Power Station activities conducted during this quarter.

- Several workshops were held for club leaders representing a number of Power Stations in Jackson, Mississippi. The workshops were conducted by CES staff and the Director of Reading, Jackson State University, who has provided consultative services to the project since its beginning. These sessions were designed to help the club leaders learn how to reinforce skills in word recognition by utilizing games, puzzles and other activities. The club leaders were asked to develop lesson plans for the projects their club members will be working on. The plans were reviewed and approved by the reading consultant. There are approximately twenty TEC Power Stations operating in Mississippi. Club projects, which vary from stations include, making puppets, building a model ship, writing a newspaper and planting pine trees.

- A Power Station will soon be operating in an Aspira affiliate located in Waukegan, Illinois, a city whose population is over 50% Hispanic. A training workshop was conducted for the Aspira staff members who will be responsible for operating

the Power Station project. The workshop focused on the structure and curriculum of The Electric Company and methods of reinforcing its educational content. The Electric Company Magazine, Ditto Master Book and Teacher Guide will be used in the club.

- The Boy's Club of Knoxville operates an Electric Company Power Station Project five days a week for its members. CES staff provides continuing technical assistance and materials for the project. The Electric Company Magazine and Ditto Master Book are being utilized in the program.

C.. WORKSHOPS

Workshop training on CTW productions and effective utilization techniques is a major activity of the CES Division. It is designed to promote wider viewing and enhance the educational benefits to show viewers. Participants in workshop training include teachers, parents, para-professionals and all others interested in the education of children. The information provided in these sessions follows a standard format but is tailored to meet the specific needs of the varied CES target populations, such as bilingual, migrant or handicapped individuals. Following are workshops conducted during this quarter in addition to those expanded on in the foregoing sections.

Community Agencies

- Wesley Rankin Community Center (staff/parents) Dallas, Texas
- Mason's Cove Community Center (teachers) Roanoke, Virginia
- School Volunteer Program (school volunteers) Bronx, New York

Colleges

- Pepperdine University (graduate students) Los Angeles, Ca.
- Adelphi University (students) New York, N.Y.
- Lehman College (students) New York, N.Y.

Bilingual Programs

- Bilingual General Assistance Center (parents) Buffalo, New York
- Ruben Salazar Bilingual Center (parents) Chicago, Illinois
- Rivera Community School (bilingual parents) Pico Rivera, Ca.

Special Education

- Cooperation Behavioral Center (teachers) Garland, Texas

Schools

- Nimctz High School (paraprofessionals, student trainees) Irving, Texas
- City Park Magnet School (teachers) Mound Bayou, Miss.
- Casey Elementary School (parents) Jackson, Miss.
- West Bolivar Elementary School (teachers) Rosedale, Miss.
- New Orleans Public School (teachers) New Orleans, La.
- Manchester Avenue School (teachers, education aides) Los Angeles, Ca.
- Benjamin O. Davis Jr. High School (teachers) Compton, Ca.

Family Day Care

- Red Hook Family Day Care (provider mothers) New York,N.Y.
- PACE Family Center, (parents) New York, N.Y.

D. CONFERENCES/DISSEMINATION ACTIVITIES

CES disseminated information about CTW/CES as the conferences listed below during this quarterly period. In parallel with this activity contacts were established with organizations, agencies and individuals interested in the range of services provided by CES.

. Second Bilingual Multicultural Materials Conference, Regional Bilingual Training Resource Center, Brooklyn, N.Y.

. Spirit and Implementation of Chapter 766, Massachssetts Department of Education/Division of Special Education Cambridge, Mass.

. Martin Luther King Jr., Memorial Conference Bank Street College of Education, New York, N.Y.

. Family Living Conference, New Orleans District PTA/March of Dimes, New Orleans, La.

. Bilingual Materials Conference, Bilingual Education Services Center, Chicago Board of Education, Chicago, Ill.

. 1978 California Bilingual Education Conference, California Assoc. for Bilingual Education, Anaheim, Ca.

. Second Annual California State Conference on Migrant Education, California State Dept. of Education, San Jose, Ca.

. International Year of the Child, UNICEF, Western Regional Advisory Committee, Pasedena, California

. Second State Conference on Portuguese Bilingual Education, Sacramento, California

PUBLIC AFFAIRS

During this quarter, the public information division concentrated its efforts on promotional activities in conjunction with the current season of Sesame Street, and on plans for the promotion of the tenth anniversary season of the series.

News releases related to activities on the show and in conjunction with guest appearances by celebrities as well as black and white photography and exclusive color transparencies have been distributed to the press, including local newspaper television editors and reviewers, editorial staffs of national magazines and other media and to the public information staffs of the 272 Public Broadcasting Service stations that carry the series.

Use of these features and photographs continues to be high despite the fact that the new season began in November, 1977. New materials especially photographs of guest stars, actor James Earl Jones, comedienne Madeline Kahn and, actress Clarice Taylor have been widely published in newspapers throughout the country. Two national wire services published short features based on celebrity visits to Sesame Street.

Response to feature stories and photographs distributed in conjunction with the Sesame Street visit to Hawaii continued to be especially favorable, resulting in widespread use of black and white photography in newspapers in the continental United States and in Hawaii.

A news story announcing the prestigious Institut de la Vie award to Joan Ganz Cooney and CTW for the creation and pro-

duction of Sesame Street was syndicated nationally by a wire service.

Arrangements were made to include photographs of Sesame Street actors in an exhibit being mounted by a major metropolitan children's museum.

Mail during this period continued to be heavily favorable towards the series, of the more than 300 letters received in January and February, only 19 registered some complaint about the content of format (a ratio of 16 favorable to 1 unfavorable letter). As in the past, the majority of the mail received was sent by children. During the month of March, 150 hand-made birthday greetings were sent to Big Bird from children around the country.

NEW HIRES AND TERMINATIONS FOR SESAME STREET, AND THE ELECTRIC COMPANY INCLUDES PRODUCTION, RESEARCH, PUBLIC AFFAIRS AND COMMUNITY EDUCATION SERVICES FOR THE PERIOD 01/01/78 TO 03/31/78.

NEW HIRES

NAME	TITLE	DEPARTMENT	EFFECTIVE DATE
Gaven, Patricia	Assoc. Dir. Prog. Develop.	Community Education Services	01/09/78
Hall, Mary	Secretary	Community Education Services	02/03/78
Harada, Debra	Secretary	Community Education Services	02/28/78
Hoffer, Susan	Music Clerk	50%-Operations 50%-S/S Records (temp. assign.)	01/78 thru 02/78
Katz, Barbara	Asst. Researcher	Research	01/03/78
Peel, Bettina	Asst. Researcher	Research	01/16/78
Reyes, Eleanor	Secretary	Community Education Services	01/04/78
Roberge, Lynn	Babysitter	S/S Production (temp. assign.)	01/03/78 thru 03/31/78
Torres, Delia	Clerk	Community Education Services	01/23/78 thru 03/31/78

TERMINATIONS

Adams, Diana	Information Asst.	Public Affairs	03/10/78
Camacho, Alexis	Exec. Secretary	Research	03/31/78
DeBerry, Vanessa	Secretary	Research	01/13/78
Findlay, Emily	Researcher/Plan. Specialist	Research	03/17/78
Markris, Nicholas	Production Controller	Operations	01/27/78
Sanders, Mary	Secretary	Community Education Services	01/27/78
Shulman, Marsha	Talen Coord.	Operations	02/17/78

CHILDREN'S TELEVISION WORKSHOP
Summary Report on Product Activity
Pursuant to Article 18 (a) (ii) As in Effect Amended

In the quarter ending March 31, 1978, the CTW Products Group activities in product areas related to Sesame Street and The Electric Company included the following:

CTW Magazine Publishing

CTW continued to publish its two magazines, SESAME STREET MAGAZINE and THE ELECTRIC COMPANY MAGAZINE. The magazines were sold through subscriptions and, with Select Magazines, Inc. as our distributor, on newsstands. The February, March and April issues of SESAME STREET MAGAZINE and the February, March and April/May issues of THE ELECTRIC COMPANY MAGAZINE were published. These magazines have the same target audiences and curriculum goals as their respective shows.

THE ELECTRIC COMPANY GUIDE DITTO MASTER BOOK, an activity book for use by reading teachers in the classroom, continued to be offered for sale.

Domestic Licensing (including, for the most part, Canada)

In addition to agreements with Addison-Wesley, Guidance Associates, Milton Bradley and National Textbook for the production of various teaching aids designed exclusively for in-school use, CTW also had licenses in effect with others for educational toys, games, books and records, and ancillary products, as follows:

Licensee	Product
Addison-Wesley	supplementary reading materials for pre-reading and sentence comprehension
Avalon	art supplies

Bradley Time	watches, clocks
Burlington Domestics	bed linens, etc.
California Originals	cookie jars
Chatham Blanket	blankets
Collegeville Flag & Mfg.	costumes
Colorforms	games
Columbia Records	records
Council for Exceptional Children	teacher guides to special education
Demand Marketing	children's plate dishware
Distinguished Productions, Inc.	records
Drawing Board	greetings cards, stationery, other paper products
Fisher-Price	toys
Friends Industries	crafts
Gabriel Industries	outdoor play sets
GHC Toy Company	hand puppets, toys
Gorham	figurines, cutlery and china
Grosset & Dunlap	books
Guidance Associates	filmstrips on reasoning, problem solving, emotions and interpersonal relationships
Holt, Rinehart & Winston	foreign language learning kits
Ice Follies	live performance, related products
Jardine Matheson Ltd.	radios, phonographs, electronic blackboards
Knickerbocker Toy Co.	stuffed dolls, toys
Marvel Comics	comic book series specially designed for slow readers
Me-Books	books

Milton Bradley	puzzles, games, activity bulletin boards for in-school use exclusively
National Textbook	Spanish language arts program
Newsweek	filmstrips
Owens-Illinois (Lily)	paper cups, plates, etc.
Pak-Well	writing tablets
J.C. Penney	children's clothing
Peter Pan Industries	records
Random House	books
Robert Wood Johnson Foundation	dental hygiene learning kits
Sight & Sound	music books
Simon & Schuster	books
Synengistics	games
Vanity Fair	radio, phonograph, calculator, walkie talkie, camera, cassett player
Vera	placemats
Western Publishing	books
Wilton Enterprise	children's kitchen toy sets
Zodiac	pillows

Foreign Licensing

CTW-licensed products similar to most of those mentioned above were available in one or more of the following areas:

Latin America, including Mexico

Europe, including Spain, Holland, Germany, Sweden, Ireland

Far East, including Japan, Australia, New Zealand

Africa and the Near-East

Other

In addition the Workshop during this quarter had contracts in effect with the Ice Follies and Judd Concert Bureau respectively for certain live ice-skating and symphony orchestra performances featuring SESAME STREET characters.

INTERNATIONAL

Foreign countries in which in the quarter ending March 31, 1978 SESAME STREET AND THE ELECTRIC COMPANY were broadcast in English and in which SESAME STREET was broadcast in one or more foreign language versions are:

	TEC	SS	Foreign Language SS
Australia	X*	X	
Bahamas		X	
Belgium			X
Bermuda		X	
Brazil			X
Brunei		X	
Canada	X	X	X
Chile			X
Colombia			X
Costa Rica			X
Cuba	X*	X*	
Diego Garcia	X*		
Ecuador			X
France			X
Germany	X*	X*	X
Greece	X*		
Greenland	X*		
Guatemala			X
Haiti		X	
Holland			X
Hong Kong	X	X	
Iceland	X*	X*	
Ireland	X	X	
Italy	X*	X*	X
Japan	X*	X	
Korea	X*	X*	
Liberia		X*	
New Zealand		X	
Nicaragua			X
Northern Ireland		X	
Panama	X*	X*	
Philippines	X		
Puerto Rico		X*	
Saudi Arabia		X	
Singapore	X	X	
Spain	X*		
St. Kitts		X	
Trinidad & Tobago		X	
Turkey	X*	X*	
United Kingdom	X	X	
Venezuela			X
Yugoslavia		X	
Zambia		X	

*Armed Forces Radio and Television Services